DIPLOMA IN EVENT MANAGEMENT AND PRACTICE

Programme overview

This course is designed to provide students with some of the tools for better understanding the processes involved in the conceptualization, development and production of live events. Throughout the course we will maintain an emphasis on applying our knowledge to realistic and relevant problems faced by entertainment professionals. It is only when you have experienced applying your knowledge to actual problems that you can readily see your strengths and weaknesses, and perhaps more importantly recognize that no single approach is appropriate for all situations. The Final Project will demonstrate students' ability to develop an event of his/her own, using the tools and knowledge presented to him/her throughout the course duration

Objective

To give formal instructions and training to students to be future managers of the Event Industry. So that, they technical proficiency to effectively adjust, grow and excel in the field of Event Management.

Scheme

Diploma courses will consist of two parts. Part I -theory papers to cover the essentials of curriculum & Part II -Practical paper and Industrial training.

Duration   -   9 months

COURSES OUTLINE

Course Code and Course Title

ISASP/E011:   Principles of Event Management

ISASP/E012:   Event Planning & Team Management

ISASP/E013:   Event Marketing and Advertising

ISASP/E014:   Event Leadership & Communication

ISASP/E015:   Event Safety and Security

ISASP/E016:   Basic Event Accounting

ISASP/E017:   Practical Paper

COURSE DETAILS DESCRIPTION

Couse Code	Course Title	Course Description
ISASP /E011	Principles Of Event Management	**Unit 1**: Historical perspective to event management, size & type of event, event team, code of ethics **Unit II:** Principle of event management, concept & designing, analysis of concept, logistics of concept. **Unit III**: Feasibility, key to success, SWOT analysis.
ISASP /E012	Event Planning & Team Management	**Unit I** Aim of event, Develop a mission, Establish Objectives Preparing event proposal, Use of planning tools **Unit II** Protocols, Dress codes, staging, staffing **Unit III** Leadership, traits and characteristics
ISASP /E013	Event Marketing And Advertising	**Unit I** Nature of Marketing, Process of marketing, Marketing mix, Sponsorship **Unit II** Image, Branding, Advertising Publicity and

		Public relations
ISASP /E014	Event Leadership & Communication	**Unit I** Leadership skills, Managing team, Group development, Managing meetings **Unit II** Written communications, (Official, demi-official, Invoice). Verbal communications
ISASP /E015	Event Safety And Security	**Unit I** Security, Occupational safety, Crowed management **Unit II** Major risks and emergency planning, Incident reporting, emergency procedures
ISASP/E016	Basic Event Accounting	Budget, breakeven point, cash flow analysis, Profit & loss statement, balance sheet, panic payments, financial control system

Practical paper

There will be six theory papers of three hours duration carrying 100 marks each. Out of these 100 marks, 80 marks will be the weightage for final theory paper and 20 marks will be for internal assessment for the sessional work.

In practical paper, students will be tested for planning, concept, designing and lay out of an event. Practical paper will carry 100 marks.